

| <p style="text-align: center;">VPM's DR VN BRIMS, Thane Programme: MMS (2023-25) First Semester Regular Examination December 2023</p> | | | |
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| Course Name: | Negotiation and Selling Skills | Course Code | C112 |
| Roll No. | | Marks | 60 |
| Total No. of Questions | 6 | Duration | 3 Hours |
| Total No. of printed pages | 2 | Date | 28-12-2023 |
| <p>Course Outcome Statements:</p> <ol style="list-style-type: none"> 1. RECALL the Basic Concepts of Selling and Negotiation Skills 2. Demonstrate an understanding of the need and importance of negotiation and assess the type of negotiations used in varying situations 3. MAKE USE of the techniques learned in business negotiation situations 4. ANALYSE the use of different negotiation models, negotiation and selling skills, and traits of the salesperson in the business environment 5. EVALUATE various approaches required for selling to different stakeholders and customers in business situations | | | |
| Instructions: - | | Marks | BL |
| Q. No 1 (All Questions are Compulsory) | | | CO |
| Q. No. | Caselet | | |
| Q. 1 | <p>Maya, who is considered one of Durgesh's most exceptional employees, has expressed her desire to schedule a meeting to discuss the possibility of taking a six-month leave of absence. She had repeatedly conveyed her desire for a prolonged absence on multiple occasions throughout the previous months. However, she has now submitted a formal request to arrange a meeting. "We should convene on the Tuesday of the following week at 4 o'clock to deliberate on the matter," Durgesh said.</p> <p>Amongst the numerous activities occurring in the department, Durgesh was reluctant to contemplate how his unit would accomplish its tasks in the absence of Maya. Consequently, he disregarded her plea. "Perhaps she will alter her perspective or simply disregard the matter," he thought. However, she did not.</p> <p>Upon their long-awaited encounter, Maya was completely prepared and ready. She had selected prospective commencement and conclusion dates for her absence. She had spoken with the human resource department regarding leave rules and staffing concerns. She anticipated the concerns her supervisor would raise: Who will assume the responsibility for completing the unfinished work? What strategies will be employed to ensure that deadlines are adhered to? Who will assume her role in team activities? Maya has created responses for each of these inquiries.</p> <p>However, Durgesh was driving at a high speed. He was opposed to the concept of prolonged absences. "What would happen if everyone chose to engage in this behavior?" he whispered under his breath. "There would be chaos in this place." However, every time he objected, Maya consistently countered with a compelling and successful reply. He desired to propose an alternative to the extended absence but was unable to conceive of one.</p> <p>It seems that Durgesh has not given any consideration to his Best Alternative to a Negotiated Agreement (BATNA). If he rejects Maya's</p> | | |

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| | | <p>proposal and she resigns, there is no one prepared to take her position. Maya's Best Alternative to a Negotiated Agreement (BATNA) is likewise restricted.</p> <p>If Maya ultimately obtained her leave on her conditions, it might be inferred that she was well-prepared while Durgesh was not. If Durgesh had been adequately prepared, he could have identified shared objectives between his unit and Maya's ambitions, leading to a mutually satisfactory outcome. It seems that Durgesh has not given any consideration to his Best Alternative to a Negotiated Agreement (BATNA). If he rejects Maya's proposal and she resigns, he does not have any potential replacements lined up.</p> | | | |
| | a. | Analyze the implications of Durgesh not exploring the best alternatives or considering the potential consequences of denying Maya's request. | 6 | Level 4 | CO4 |
| | b. | Evaluate the significance of having a BATNA (Best Alternative to a Negotiated Agreement) in the context of the case and suggest the best alternatives to both Durgesh and Maya. | 6 | Level 5 | CO5 |
| Q. 2 | | Answer Any one from the following. | | | |
| | a. | Compare the various prospecting methods needed for selling cars at a dealership versus marketing travel packages for a tourism agency. | 6 | Level 5 | CO5 |
| | b. | Critically evaluate the primary hurdles experienced by a start-up company in contrast to an established firm when selling its products to customers. | 6 | Level 5 | CO5 |
| Q. 3 | | Answer Any one from the following. | | | |
| | a. | If the sales demonstration is "showing and telling" and the presentation is telling a story. Analyze the importance of sales demonstration with special reference to Microwave Ovens. | 6 | Level 4 | CO4 |
| | b. | List the steps you would employ to strengthen your negotiation skills as a salesperson responsible for selling specialized welding equipment during a price negotiation session with a construction company. | 6 | Level 4 | CO4 |
| Q. 4 | | Answer Any two from the following. | | | |
| | a. | Make use of the selling process as a salesperson to sell a washing machine to a customer to understand his needs. | 6 | Level 3 | CO3 |
| | b. | Select either integrative or distributive negotiation type with an explanation of the following situation- • Negotiating the terms of a contract between a vendor and a company for the supply of raw materials where the vendor seeks a higher price per unit while the company aims for a lower price to reduce costs. | 6 | Level 3 | CO3 |
| | c. | Apply the negotiation process in the salary negotiation between a prospective candidate and the HR manager. | 6 | Level 3 | CO3 |
| Q. 5 | | Answer Any two from the following. | | | |
| | a. | Explain the importance of gestures and postures in negotiation. | 6 | Level 2 | CO2 |
| | b. | Relate Zone of Possible Agreement (ZOPA) with Reservation Price. | 6 | Level 2 | CO2 |
| | c. | Illustrate AIDA model with relevant examples. | 6 | Level 2 | CO2 |
| Q. 6 | | Answer Any two from the following. | | | |
| | a. | What is the difference between Sales and Marketing concepts? | 6 | Level 1 | CO1 |
| | b. | List five techniques of the customer-focused selling process. | 6 | Level 1 | CO1 |
| | c. | Define Negotiation and list the key features of negotiation. | 6 | Level 1 | CO1 |